



**CMHS**

**Child, Adolescent  
and Family Branch**

**Vision:**

All children and their families live, work, and participate fully in communities where they experience joy, health, love, and hope.

**Mission:**

Through investment in and partnerships with community-based systems of care, the Child, Adolescent and Family Branch promotes the potential and well-being of children and youth who have, or are at risk of having, a serious emotional or behavioral disturbance, and their families.



# Transforming Children's Mental Health Care in America

**Family Driven**

**Youth Guided**

**Evidence Based**

**Clinical Excellence**

**Cultural & Linguistic Competence**

## COMMUNICATIONS PLAN

**GOAL: Spread the word about systems of care**

**OBJECTIVE 1**

Increase understanding of system of care values

**OBJECTIVE 2**

Distribute information on effectiveness of systems of care

**OBJECTIVE 3**

Promote partnerships with all child-serving agencies

**OBJECTIVE 4**

Promote sustainability of quality services



**Audiences & Messages**

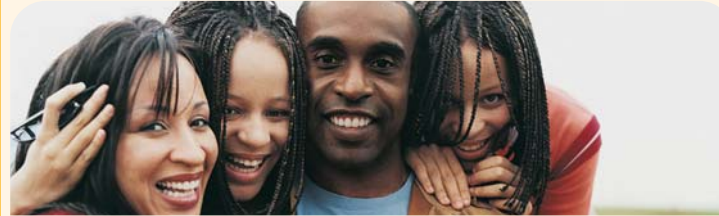
**Families** — Children, youth and families succeed in systems of care

**Federal Partners** — Systems of care help maximize resources

**State Budget Authorities** — Systems of care save money

**System of Care Communities** — Create and sustain quality services

**SAMHSA Leadership and Staff** — Systems of care are transforming children's mental health



**FY 06 Tactics & Products**

Conduct National Children's Mental Health Summit Day (TA toolkit)

Create "one-stop shop" for SOC information (SAMHSA Web site)

Produce/distribute information on children's mental health topics (fact sheets on ADHD, bipolar disorder, OCD, ODD, depression, autism, co-occurring substance abuse)

Distribute materials to children, youth and families (family guide, youth guide, stickers, lunch box notes, posters, PSAs)

Distribute evaluation data (two-page quarterly briefs, annual report to Congress, Webinars, workshops, journal articles, presentations)

Deliver presentations on systems of care (presentations, SOC fact sheet, brochure)

Showcase SOC success stories (family/youth publications, partner newsletters, fact sheets, reports, policy briefs)

Promote SOC through Federal partner Web sites and newsletters (banner ads, articles)

Showcase successful financing strategies (regional meetings, Medicaid/SOC fact sheets)

Promote new "wraparound" TA model (one-on-one communications, bookmark/pamphlet, resource directory, Webinar, teleconferences, regional meetings, site visits)

Conduct SAMHSA briefings (presentations, briefing books)

Identify/train national SOC spokespersons, including youth, family, and SOC staff (tip sheets)



**Long Term Strategies**

Identify speaking opportunities for national SOC spokespersons

Create recognition program for children, youth, and families

**Continuous Quality Improvement**